

BOOKING.COM MOBILE BOOKINGS TRIPLE

Mobile bookings increase to over \$3 billion in 2012 - over 20 million apps downloaded to date

AMSTERDAM – April 11, 2013 – Mobile devices are taking the on line accommodation market by storm with a spectacular increase in the number of customers using mobile devices to book accommodations. [Booking.com](http://www.booking.com) (<http://www.booking.com>), the largest brand in the global on line accommodation sector, has seen the total transaction value of mobile hotel bookings rise from \$1 billion in 2011 to over \$3 billion in 2012.

“Booking.com’s mobile apps for Android, iOS, and Windows 8 devices have been downloaded more than 20 million times over the past three years,” says Booking.com CEO, Darren Huston. “Our customers want the same, simple and seamless booking experience that we developed for the desktop on all their devices – and we’re making sure they get it. Once they are signed into their accounts, all their credit card details, searches, favorites, and booking information will be securely accessible from the cloud. This allows our customers to book faster and have all their important information readily available, whether they are at home, in the office, or on the move.”

The on line mobile hotel and accommodation bookings referred to above were made through the Booking.com family of hotel booking apps including native apps for [iOS](#), [Android](#), [Windows 8](#) and [Kindle Fire](#) devices, and through Booking.com’s mobile websites. More information about Booking.com’s apps can be found [here](#).

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About Booking.com

[Booking.com](http://www.booking.com) is the world leader in booking hotel and other accommodation on line. It guarantees the best prices for any type of property – from small independents to five-star luxury. Guests can access the Booking.com website anytime, anywhere from their desktops, mobile phones and tablet devices, and they don’t pay booking fees – ever. The Booking.com website is available in 41 languages, offers over 290,000 hotels and accommodations in 180 countries, features over 18.5 million reviews written by guests after their stay, and attracts on line visitors from both leisure and business markets around the globe. With over 16 years of experience and a team of over 4,750 dedicated employees in 100 offices worldwide, Booking.com operates its own in-house customer service team who are available 24/7 to assist guests in their native languages and ensure an exceptional customer experience.

Established in 1996, Booking.com B.V. owns and operates Booking.com™, and is part of the Priceline Group (NASDAQ: PCLN). Follow us on [Twitter](#), [Google+](#), [Pinterest](#), like us on [Facebook](#), or learn more at <http://www.booking.com>.

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